

Message Text

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ACTION COME-00

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R 171525Z JUN 75

FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 1742

UNCLAS LUSAKA 1116

EO 11652: N/A

TAGS: BEXP

SUBJECT: SPECIALIZED TRADE MISSIONS - INCREASED ADVANCE OFFICER
ACTIVITIES

REF: STATE 140278, STATE A-9156

1. OUR EXPERIENCE DURING APRIL RAILROAD EQUIPMENT TRADE
MISSION AND MAY ROAD CONSTRUCTION TECHNICAL SEMINAR
INDICATES DESIRABILITY SCHEDULING ADVANCE OFFICER
VISIT AT LEAST SIX WEEKS PRIOR TO MISSION FOR
FOLLOWING REASONS:

A) MAJOR INDUSTRIAL AND COMMERCIAL FIRMS ARE LOCATED
IN COPPERBELT SOME 200 MILES OUTSIDE LUSAKA.
COMMUNICATION BY MAIL IS SLOW AND UNDEPENDABLE.
IDEALLY, PROMOTIONAL LITERATURE SHOULD BE MAILED AT
LEAST 5 WEEKS PRIOR TO MISSION TO ALLOW BUSINESSMEN
TO MAKE PLANS FOR VISIT TO LUSAKA.

B) ALL EMBASSY COMMUNICATIONS WITH GOVERNMENT AND
PARASTATAL ENTITIES MUST BE ROUTED THROUGH FOREIGN
MINISTRY. THUS, UNLESS FIRM SCHEDULING IS SET WELL IN
ADVANCE, KEY GOVERNMENT CONTACTS ARE NOT INFORMED OFFICIALLY
AND ARE RELUCTANT TO PARTICIPATE IN ABSENCE FOREIGN MINISTRY
SANCTION.

C) PREPARATIONS FOR BOTH RR EQUIPMENT TRADE MISSION AND SALES
SEMINAR WERE HAMPERED BY LATE RECEIPT PROMOTIONAL LITERATURE.
BELIEVE IN FUTURE ADVANCE OFFICER SHOULD HAND CARRY TEXTS OF
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LITERATURE FOR PRINTING BY POST. AVAILABILITY WHEN NEEDED WOULD MORE THAN COMPENSATE FOR SACRIFICE IN QUALITY OF BROCHURES. ALSO, BECAUSE OF FREQUENT CANCELLATION BROCHURES MUST BE MODIFIED BY POST TO DELETE DESCRIPTIVE MATERIAL ON NON-PARTICIPANTS.

D) AT A POST WITH VERY LIMITED STAFF RESOURCES, PRESS OF OTHER BUSINESS MAKES IT IMPOSSIBLE FOR ECON/COMM OFFICER TO DEVOTE FULL TIME TO MISSION PREPARATION. PROBLEM WOULD BE EASED CONSIDERABLY BY ADDING SEVERAL WEEKS TO TIME AVAILABLE FOR PREPARATION.
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